AMENDMENT TO CLAIMS

In the Claims

Please **AMEND** claim 1-5, 8, 9, 11-17, 19-25, 27-29, 31-34, 38, 39, and 42-45.

Please **ADD** new claims 49-63 as follows.

Please **CANCEL** claims 6, 7, 18, 26, 30, 35-37, and 48 without prejudice or disclaimer.

A copy of all pending claims and a status of the claims are provided below.

1. (Currently Amended) A device for displaying information in a retail environment, comprising:

a passive, mobile display unit having a display screen[[,]] that displays the information without user interaction;

a receiver that receives downloaded information; and

a processor for processing and storing the downloaded information received by said receiver and providing control to ~~the~~ said passive, mobile display unit to display the downloaded information as the information on ~~the~~ said display screen.

2. (Currently Amended) The device of claim 1, wherein ~~the~~ said display screen comprises one of ~~is~~ a single line, multiple line or graphic display.

3. (Currently Amended) The device of claim 1, wherein ~~the~~ said processor ~~includes~~ comprises memory for storing at least the information.

4. (Currently Amended) The device of claim 1, wherein ~~the~~ said receiver includes at least one of an infrared data port, a radio frequency (RF) port and a cellular port to receive the downloaded information.

5. (Currently Amended) The device of claim 4, wherein ~~during~~ while receiving the downloaded ~~download of~~ information, ~~the~~ said processor one of ceases display operations and activates ~~the~~ said display screen when the download is completed, said display screen continues to display the information, and said display screen displays default information loaded in a memory of said display unit until the download is completed.

6. (Canceled)

7. (Canceled)

8. (Currently Amended) The device of claim 1, further comprising one of a motion sensor and a timer configured to activate ~~the~~ said display screen.

9. (Currently Amended) The device of claim 1, wherein after a successful download is received ~~the~~ said passive display unit is configured to disregard ~~ignores~~ any erroneous data input and ~~begins~~ begin displaying the information on ~~the~~ said display screen.

10. (Original) The device of claim 1, further comprising an anti-theft device.

11. (Currently Amended) The device of claim 10, wherein ~~the~~ said anti-theft device comprises ~~is~~ a global positioning system or RF triangulation system configured to determine location.

12. (Currently Amended) The device of claim 10, wherein ~~the~~ said anti-theft device ~~includes~~ comprises at least one of a sound alarm, ~~or~~ light alarm or circuitry for activating a wheel-locking mechanism that ~~which~~ is activated when ~~the~~ said passive display unit is moved beyond a ~~determined~~ predetermined range from a central location.

13. (Currently Amended) The device of claim 1, wherein ~~the~~ said display screen is one of a plasma display, an organic light emitting diode (LED) display and a ~~active matrix~~ LCD display.

14. (Currently Amended) The device of claim 1, wherein ~~the~~ said receiver is one of an infrared or radio frequency (RF) receiver.

15. (Currently Amended) The device of claim 14, wherein [[:]] said receiver comprises ~~the infrared receiver communicates at an effective data rate of about 115,200 bits per second and is sensitive to establish an error-free transmission at a distance of about 18 inches, and~~ the said RF receiver and said RF receiver communicates at an effective data rate of about 5,000 to 10,000 bits per second and is sensitive to establish an error-free transmission at a distance of ~~about up to~~ at least 300 yards.

16. (Currently Amended) The device of claim 1, further comprising a power module to power ~~the~~ said display screen, processor and receiver.

17. (Currently Amended) The device of claim 16, wherein ~~the~~ said power module includes a sleep command to conserve energy and battery life.

18. (Canceled)

19. (Currently Amended) The device of claim 1, wherein ~~the~~ said passive display unit is void of user inputs.

20. (Currently Amended) The device of claim 1, wherein ~~the~~ said passive display unit is not activated via a trigger signal.

21. (Currently Amended) A passive display system for a retail environment, comprising:

a computer that ~~which~~ downloads and stores information;

a transceiver that ~~which~~ downloads and stores the information received from ~~the~~ said computer; and

a passive, mobile display unit that ~~which~~ receives the information stored in ~~the~~ said transceiver, at any location within the retail environment, and displays the information on a display screen without user interaction.

22. (Currently Amended) The system of claim 21, wherein ~~the~~ said passive, mobile display unit is programmed by ~~the~~ said transceiver independent of any location of ~~the~~ said passive, mobile display.

23. (Currently Amended) The system of claim 21, wherein ~~the~~ said transceiver is one of a mobile and a fixed transceiver.

24. (Currently Amended) The system of claim 23, wherein ~~the~~ said mobile transceiver includes:

an internal receiver that receives the information from ~~the~~ said computer;

an infrared transmitter for transmitting the information to ~~the~~ said passive display unit;

a processing unit that controls functions of the internal ~~paging~~ receiver and ~~the~~ said infrared transmitter; and

a protected port connector configured to allow initial parameters to be entered, and allow various message buffers to be downloaded into ~~the~~ said mobile transceiver.

25. (Currently Amended) The system of claim 24, wherein ~~the~~ said internal receiver is field programmable and is capable of receiving a minimum of four (4) cap codes.

26. (Canceled)

27. (Currently Amended) The system of claim 24, wherein ~~the~~ said processing unit ~~processor~~ is pre-programmed to at least one of:

(i) separate data and commands structure packets buffering each for proper inclusion and execution;

(ii) assemble the data in form and sequence for download;

(iii) save the information in the event of a power loss or failure;

(iv) store at least two complete unique downloads;

(v) receive, load, and change to alternate operational software on command;

(vi) switch between transmitted message downloads on a time-based command;

(vii) continuously ~~continuous~~ transmit ~~of~~ the data on external command;

(viii) adjust the clock time with a received command;

(ix) store and load cap codes with the time-based command; and

(x) store and change frequency with the time-based command.

28. (Currently Amended) The system of claim 21, wherein [[:]] ~~the~~ said passive, mobile display unit includes a RF receiver, and ~~the~~ said transceiver ~~includes: an RF receiver for receiving~~ receives the information from ~~the~~ said computer; and

said transceiver comprises an RF transmitter for transmitting the information to ~~the~~ said passive, mobile display unit, wherein ~~the~~ said transceiver is one of a fixed and mobile transceiver.

29. (Currently Amended) The system of claim 21, wherein ~~the~~ said passive, mobile display unit includes:

an infrared receiving unit that receives ~~for receiving~~ the information from ~~the~~ said transceiver; and

a processing unit that processes ~~for processing~~ the information from ~~the~~ said transceiver.

30. (Canceled)

31. (Currently Amended) The system of claim 29, wherein ~~the~~ said processing unit includes a motion sensor and an anti-theft unit.

32. (Currently Amended) The system of claim 21, wherein ~~the~~ said display screen is one of (i) a single or multiple line LCD display screen, (ii) a plasma display screen, (iii) a graphical display, (iv) an organic light emitting diode (LED) display and (iv) a ~~active matrix~~ LCD display.

33. (Currently Amended) The system of claim 21, wherein ~~the~~ said passive, mobile display unit includes one of a motion sensor and a timer to activate ~~the~~ said display screen.

34. (Currently Amended) The system of claim 21, wherein:

during the download of the information, ~~the~~ said processor one of ceases display operations and activates ~~the~~ said display screen when the download is completed, said display screen continues to display the information, and said display screen displays default information loaded in a memory of said display unit until the download is completed; and

after a successful download is received ~~the~~ said passive display unit ignores any erroneous data input and begins displaying the information.

35. (Canceled)

36. (Canceled)

37. (Canceled)

38. (Currently Amended) A passive display system for a retail environment, comprising:

a computer that ~~which~~ stores and transmits information;

a remote off-site transceiver receiving and transmitting the information received from ~~the~~ said computer; and

a passive, mobile display unit that ~~which~~ receives the information from ~~the~~ said transceiver, and displays the information on a display screen without user interaction.

39. (Currently Amended) A method of transmitting and displaying information on a passive display unit in a retail environment, comprising the steps of:

downloading information from a computer system to a mobile transceiver unit;

~~locating at least one passive display unit;~~

placing the mobile transceiver unit in proximity to the passive display unit; ~~and~~

transmitting the information from the mobile transceiver unit to a receiver in the at least one passive display unit; and

automatically displaying the information on a display screen of the at least one passive display unit.

40. (Original) The method of claim 39, further comprising the step of ceasing display operations during the download of the information.

41. (Original) The method of claim 39, wherein during the download of information, the display screen continues to display the information.

42. (Currently Amended) The method of claim 39, wherein during the download of information, the display screen displays default information loaded ~~within~~ in memory of the display unit until the download is completed.

43. (Currently Amended) The method of claim 39, further comprising activating the display screen when the download is completed and disregarding ~~ignoring any~~ erroneous data input.

44. (Currently Amended) The method of claim 39, wherein the downloaded information may be downloaded from one of (i) the internet, (ii) an intranet, (iii) a telephone connection, (iv) an email system and (vi) a wireless connection.

45. (Currently Amended) A method of transmitting and displaying information on a passive display unit in a retail environment, comprising the steps of:

downloading information to a computer system and receiving ~~;transmitting~~ the downloaded information to a single transceiver unit;

~~locating at least one passive display unit; and~~

transmitting the information from the single transceiver unit to a receiver in the at least one passive display unit regardless of a location of the at least one passive display unit within ~~a~~ the retail environment; and

automatically displaying the information on a display screen of the at least one passive display unit.

46. (Original) The method of claim 45, further comprising the step of ceasing display operations during the download of the information.

47. (Original) The method of claim 45, wherein the downloaded information may be downloaded from one of (i) the internet, (ii) an intranet, (iii) a telephone connection, (iv) an email system and (vi) a wireless connection.

48. (Canceled)

49. (New) The device according to claim 1 wherein the display unit is configured to display the information as transitioning text regardless of the location of the device within the retail environment.

50. (New) The device according to claim 1 wherein the display unit is configured to randomly display regardless of the location of the device within the retail environment.

51. (New) The device according to claim 1 wherein the device does not include a transmitter.

52. (New) The device according to claim 21 wherein the display unit is configured to display the information as transitioning text regardless of a location of the device within the retail environment.

53. (New) The device according to claim 21 wherein the display unit is configured to randomly display regardless of a location of the device within the retail environment.

54. (New) The device according to claim 21 wherein the device does not include a transmitter.

55. (New) The device according to claim 38 wherein the display unit is configured to display the information as transitioning text regardless of a location of the device within the retail environment.

56. (New) The device according to claim 38 wherein the display unit is configured to randomly display regardless of a location of the device within the retail environment.

57. (New) The device according to claim 38 wherein the device does not include a transmitter.

58. (New) The device according to claim 39 wherein said step of automatically displaying comprises automatically displaying the information as transitioning text regardless of a location of the display unit within the retail environment.

59. (New) The method according to claim 39 wherein said step of automatically displaying comprises automatically randomly displaying regardless of a location of the display unit within the retail environment.

60. (New) The method according to claim 39 wherein said step of automatically displaying comprises automatically displaying the information as transitioning text.

61. (New) The method according to claim 45 wherein said step of automatically displaying comprises automatically displaying regardless of a location of the display unit within the retail environment.

62. (New) The method according to claim 45 wherein said step of automatically displaying comprises automatically randomly displaying regardless of a location of the display unit within the retail environment.

63. (New) The method according to claim 45 wherein said step of automatically displaying comprises automatically displaying the information as transitioning text.